

RECEIVED
CENTRAL FAX CENTER

AUG 12 2005

LAW OFFICES OF
FAY KAPLUN & MARCIN, LLP
INTELLECTUAL PROPERTY LAW

150 BROADWAY, SUITE 702
NEW YORK, NEW YORK 10038
PHONE: (212) 619-6000
FAX: (212) 619-0276
WWW.FKMIPLAW.COM

FACSIMILE COVER SHEET

FAX NO : (571) 273-8300

TO : Commissioner for Patents
Mail Stop: RCE

FROM : Oleg F. Kaplun, Esq. of Fay Kaplun & Marcin, LLP

DATE : August 12, 2005

SUBJECT : U.S. Patent Appln. Serial No. 09/909,369
for *Frames-Based Advertising Service with Response and
Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 5

MESSAGE:

Please see attached.

Thank you.

IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE

The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service. We will reimburse any costs you incur in notifying us and returning the message to us. Thank you.

[40116/06801 - A-68678]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Allan et al.
Serial No. : 09/653,767
Filed : September 1, 2000
For : Frames-Based Advertising Service with Response and Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

RECEIVED
CENTRAL FAX CENTER
AUG 12 2005

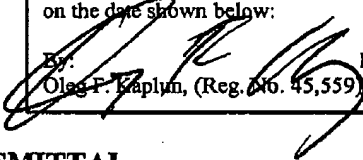
Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Certificate of Facsimile

I hereby certify that this paper is being facsimile transmitted via facsimile to the:

Mail Stop: RCE
Commissioner for Patents
Fax (571) 273-8300

on the date shown below:

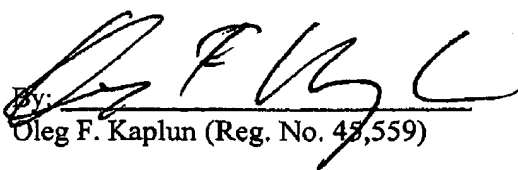
By:  Date: August 12, 2005
Oleg F. Kaplun, (Reg. No. 45,559)

RCE TRANSMITTAL

Transmitted herewith for filing in the above-identified application, please find a Request for Continued Examination. Please charge the Credit Card of **Fay Kaplun & Marcin, LLP** in the amount of **\$790.00** (PTO Form 2038 is enclosed herewith) for the filing fee of the RCE. The Commissioner is authorized to charge any additional fees to the **Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492**. A copy of this paper is enclosed for that purpose.

Respectfully Submitted,

Dated: August 12, 2005

By: 
Oleg F. Kaplun (Reg. No. 45,559)

Fay Kaplun & Marcin, LLP
150 Broadway, Suite 702
New York, N.Y. 10038
(212) 619-6000-phone
(212) 619-0276 -fax

[40116/06801 - A-68678]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Allan et al.
Serial No. : 09/653,767
Filed : September 1, 2000
For : Frames-Based Advertising Service with Response and
Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

**RECEIVED
CENTRAL FAX CENTER**

AUG 12 2005

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

08/15/2005 MBINAS 00000028 09653767

01 FC:1801

798.00 OP

REQUEST FOR CONTINUING EXAMINATION (RCE)

In response to the Final Office Action mailed on April 21, 2005 and the Advisory Action mailed on July 12, 2005 in the above-identified application, the Applicants are filing a Request for Continuing Examination (RCE) application under 37 C.F.R. 1.114. Please enter the previously submitted unentered amendments and consider the remarks in connection with the RCE application.

Respectfully submitted,

Dated: August 12, 2005

By: 

Oleg F. Kaplun (Reg. No. 45,559)

Fay Kaplun & Marcin, LLP
150 Broadway, Suite 702
New York, NY 10038
(212) 619-6000-phone
(212) 619-0276 -fax